

MONTANA UPDATE

Travel Montana • Montana Film Office

Montana Department of Commerce

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Find What You're Looking for in Montana

A new campaign to promote warm season visitation kicked off this spring. Entitled "Find What You're Looking for in Montana," the campaign is driven by magazine ads, a national TV buy and web banner placement.

The creative features stunning visuals, framed by a boldly colored Global Positioning System (GPS) unit, and is stamped with the Montana logo. Print ads feature the actual GPS coordinates from where the photo was taken and identify the location by name. Both the visitmt.com website and the 1-800-VISIT-MT number are promoted throughout the campaign. And because consistency is important in creating a brand and a campaign that will resonate with consumers, the design of this year's warm season campaign carries over into the fulfillment pieces, too.

A 2004 research study performed for Travel Montana indicated that one of Montana's strongest advantages over the competition is its image as "a real adventure." The GPS not only serves an aesthetic purpose in the ads, it reinforces an image of Montana in the minds of potential travelers.

The GPS element also has allowed some creative and cutting edge partnership and promotional event opportunities. One of those events is the Montana GPS Quest. This summer campaign targets the Minneapolis and St. Paul, MN market and includes radio promotions, on-air giveaways and a geocache search (think treasure hunt) within the Twin Cities area. See the campaign in action at www.montanaGPSquest.com.

Participants search for 28 geocache postcards depicting locations in Montana. Using a GPS, Questers can search for each day's postcard cache placed about Minneapolis by

using the GPS coordinates and clues posted on the website. New clues and coordinates will be posted by 9 a.m. each day of the contest. And for Questers who don't own a GPS unit, photographic clues and a virtual online search are also available on the website.

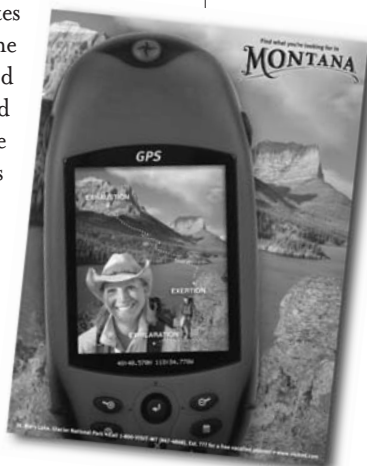
Daily prizes will be given away June 11th–July 8th, with the first person to locate the geocache and post their findings on the website winning the daily prizes. Local radio stations are also hosting "Montana Trivia" call-in contests where winners may be eligible to win their own Travel Montana GPS Unit. As part of the contest, individuals can enter to win the grand prize of a trip for four to Big Sky Country.

Montana GPS Quest began June 7th with geocaches going live daily June 11th through July 8th. The majority of the larger national campaign began in February and will wrap up in late July.

To review the 2006 warm season campaigns, check out the February and June Tourism Advisory Council presentations at www.travelmontana.mt.gov/research/staffpre.asp.

Montana Handcrafted Products At State Parks

High quality handcrafted art produced by Montana artisans are being featured in State Park events throughout this year and sold in the gift shops at Makoshika State Park in Glendive and Ulm Pishkun State Park south of Great Falls. The handcrafted art comes from Montana's Indian Reservations, north



central Montana's Hands of Harvest craft and heritage trails, MSU-Great Falls Creative Arts Enterprise program and the statewide Made in Montana program.

The Creative Enterprise Grant Project kicked off its Montana handcrafted art marketing and programming effort June 10th at the annual Buzzard Day Celebration in Makoshika State Park. Project Manager Geoff Sutton of the

University of Montana-based Montana World Trade Center said this pilot project is looking to develop new markets and marketing opportunities for fine handcrafted art produced by Montanans from the state's tribal and rural communities. The project goal is to expand the markets for these products across Montana and beyond its borders.

Products bearing the "Montana Handcrafted" label will be featured and sold at display tables during special events at various Montana State Parks. In addition to the Makoshika event, Montana handcrafted items will be available at Missouri Headwaters State Park near Three Forks during the Festival of Discovery, July 29–30; Chief Plenty Coups State Park south of Billings, during the Day of Honor, September 2; Ulm Pishkun State Park during Culture Days, September 22–24; and at Bannack State Park during Bannack Days, July 15–16.

The Montana Creative Enterprise Project is a partnership effort funded and coordinated by the U.S. Commerce Department's Economic Development Administration, Montana World Trade

Center, the Governor's Office of Economic Opportunity, the Montana Arts Council, Montana Fish, Wildlife and Parks, the Montana Department of Commerce and Montana State University-Great Falls' Creative Arts Enterprise Program.

For more information, contact Geoff Sutton, Montana World Trade Center, 406-243-5260, geoff@mwtc.org.

2006 TIIP Grant Pool Set at \$200,000

The Montana Commerce Department's Tourism Infrastructure Investment Program (TIIP) will have \$200,000 available for tourism-related "brick and mortar" projects in 2006. The TIIP application is available online or by mail. Deadline for the 2006 TIIP application is 5 p.m. on August 1, 2006.

To access the TIIP application online, go to www.travelmontana.mt.gov/forms or

contact Travel Montana's Victor Bjornberg at 406-841-2795, fax 406-841-2871 or vbjornberg@mt.gov.

Since its creation in 1995, TIIP has invested more than \$2.2 million in "bed tax" funds into 49 projects in 33 communities across Montana. This investment has helped create over \$29 million in new or improved tourism facilities in Montana.



Celebrate Montana's Final L&C Signature Event

Visit with authors and historians in the Stephen Ambrose Authors Rendezvous as they autograph and sell their books about the

Expedition during "Clark on the Yellowstone" at Pompeys Pillar National Monument. Visit families in the teepees and lodges of the Plains Indians and Crow Nation Encampments as they share games, dancing and history. Step back in time in the Living History Mall and taste the food of the trail. Meet the "Clarkies" and hear more about the Untold Story beginning July 22 and continuing through July 25. Free entry into all events. For details, visit www.clarkontheyellowstone.org.

Miles City—Montana's Newest CVB

After having met the statutory requirements and been formally recognized by the Tourism Advisory Council, Miles City in Custer Country has become Montana's eleventh Convention and Visitors Bureau (CVB). The CVB has an \$18,000 marketing budget for fiscal year 2007. Linda Wolff is the Executive Director and can be reached at chamber@mcchamber.com or 406-234-2890. Congratulations Miles City!

Alternative accessible formats of this document will be provided to disabled persons on request.

Did You Know?

- Big Sky Airlines announced new weekend service from Portland, OR to Missoula as well as one stop service to Bozeman starting June 24, 2006.
- United Airlines has extended their Chicago, IL flights into Bozeman, Missoula and Billings through the end of October.
- Travelers' Rest State Park in Lolo has officially been designated a National Historic Landmark by the National Park Service.
- Whitefish and the Bar W Guest Ranch were featured as part of a great summer vacations segment on ABC's "The View" in June.
- *The Face of Bozeman: A Portrait of a City Through Its People* was featured in the Travel Summer 2006 issue of the *New York Times Style Magazine*.
- The Lolo Pass Visitor Information Center received the VIC of the Year Award at the Idaho Governor's Conference on Recreation and Tourism this May.
- Fifteen geologic interpretive signs are slated for installation along Montana's highways this summer.
- The Charles M. Bair Family Museum in Martinsdale is once again open to the public.

Calendar of Events:

July

4

Happy 4th of July! MPD offices closed.

22-25

Clark on the Yellowstone Signature Event—Billings, MT

August

1

Deadline for TIIP Grants

For all of the latest Montana tourism industry information log on to:
travelmontana.mt.gov

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